



THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

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SENATOR PAULA DOCKERY

15th District

August 3, 2005

William H. Foster, Chief
Regulations & Procedures Division
Alcohol & Tobacco Tax & Trade Bureau
ATTN: Notice No. 41
P.O. Box 14412
Washington, DC 20044-4412
Dear Mr. Foster,

Under your regulations, most beer, wine and distilled spirits labels may not provide consumers with basic meaningful information as to what is in the product.

Most food packages, soft drink containers, over-the-counter drugs, and even dietary supplements provide consumers with basic consumer information on the label. Alcoholic beverages (with some exceptions) are the only major class of consumable goods that do not provide important information on their label, such as serving size, alcohol per serving, calories, fat and protein per serving, as well as allergens and ingredients.

Furthermore, existing label requirements for beer, wine and spirits are so disparate as to promote consumer confusion.

I believe providing basic consumer information is necessary so that consumers may make informed choices about what to drink. Caloric information per serving is important to anyone who is watching his or her diet. Alcohol per serving should be important to anyone trying to monitor his or her alcohol intake.

I urge TTB to act expeditiously to adopt a regulation that permits meaningful consumer-oriented Serving Facts on beer, wine, spirits labels. Meanwhile, I urge TTB to allow manufacturers to voluntarily provide this kind of truthful, non-misleading information on labels while the rulemaking process proceeds.

Warm Regards,

Paula Dockery
State Senator
District 15
PD/vm

REPLY TO:

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 - ☐ 326 Senate Office Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5040
- Senate's Website: www.flsenate.gov

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